

## IN THE CLAIMS

1. (Previously presented) A computer implemented method comprising:
  - storing in a database a status criteria associated with an initial promotion;
  - storing in said database at least a first status value associated with said status criteria and a second status value associated with said status criteria, said first status value indicating acceptance of said promotion, and said second status value indicating rejection of said promotion;
  - delivering said initial promotion to a customer;
  - determining a status of said initial promotion delivered to said customer using said status criteria associated with said initial promotion;
  - selecting a related promotion based on said status of said initial promotion delivered to said customer;
  - delivering said related promotion to said customer;
  - wherein said step of determining said status of said initial promotion comprises:
    - storing transaction data in association with said initial promotion, wherein said transaction data includes transaction date that said initial promotion was delivered to said customer;
    - determining a defined status value for status of said initial promotion corresponding to one of (1) accepted, (2) rejected, and (3) unknown, wherein said determining comprises applying said status criteria to said transaction data; and
    - storing said defined status value.
2. (Previously presented) The method of claim 1, wherein said step of delivering said initial promotion comprises delivering said initial promotion through an electronic medium.
3. (Previously presented) The method of claim 2, wherein said step of delivering said initial promotion through an electronic medium comprises delivering said initial promotion to said customer through at least one of a kiosk, a point of sale (POS), an electronic transaction device, and a customer computer.

4. (Previously presented) The method of claim 3, wherein said step of delivering said initial promotion through said electronic medium further comprises delivering said initial promotion via the Internet.

5. (Previously presented) The method of claim 1, wherein said step of delivering said initial promotion comprises delivering said initial promotion through a hard copy medium.

6. (Previously presented) The method of claim 5, wherein said step of delivering said initial promotion through said hard copy medium comprises delivering said initial promotion to said customer through at least one of a direct mailing process and a hand delivery process.

7. (Previously presented) The method of claim 1, wherein said step of determining said status of said initial promotion comprises determining based on electronic feedback from said customer.

8. (Previously presented) The method of claim 7, wherein said step of determining said status of said initial promotion based on electronic feedback from said customer comprises receiving an explicit reject indication from said customer.

9. (Previously presented) The method of claim 7, wherein said step of determining said status of said initial promotion is based on near real time electronic feedback during a transaction with said customer, and wherein said near real time electronic feedback during said transaction comprises receiving an implicit accept or reject indication from said customer based on one of the customer (1) printing and downloading and (2) declining to print and download said initial promotion, during said transaction, such that said initial promotion and said related promotion are delivered to the customer during said transaction.

10. (Canceled).

11. (Previously presented) The method of claim 1, wherein said transaction data comprises identity of a product.

12. (Previously presented) The method of claim 1, wherein said transaction data comprises redemption data.

13. (Previously presented) The method of claim 1, wherein said status criteria comprises time interval between transaction date and a subsequent date.

14. (Previously presented) The method of claim 1, wherein said step of determining said status of said initial promotion based on status criteria assigned to the initial promotion comprises determining said status of said initial promotion based on an expiration date of said promotion.

15. (Previously presented) The method of claim 1, wherein said initial promotion is a first promotion, said related promotion is a second promotion, and further comprising the steps of:  
determining a second status of said second promotion and storing second status promotion value in memory;

determining a third promotion related to said second promotion to deliver to said customer based on said second status;

delivering said third promotion to said customer;

determining a third status of said third promotion and storing third status promotion value in memory;

determining a fourth promotion related to said third promotion to deliver to said customer based on said third status;

delivering said fourth promotion to said customer.

16. (Previously presented) The method of claim 15, wherein said delivering said initial promotion comprises delivering via a first delivery medium, and at least one of said delivering said second promotion, said delivering said third promotion, and said delivering said fourth

promotion comprises delivering via a second delivery medium that is different from said first delivery medium.

17. (Previously presented) The method of claim 16, wherein said step of delivering said related promotion through an electronic medium comprises delivering said related promotion to the customer by transmitting said related promotion to at least one of a kiosk, a point of sale (POS), and an electronic transaction device.

18. (Previously presented) The method of claim 15, wherein  
said delivering said initial promotion comprises delivering via a first delivery medium;  
at least one of said delivering said second promotion, said delivering said third promotion, and said delivering said fourth promotion, comprises delivering via a second delivery medium that is different from said first delivery medium; and  
at least one of said delivering said second promotion, said delivering said third promotion, and said delivering said fourth promotion, comprises delivering via a third delivery medium that is different from said first delivery medium.

19. (Previously presented) The method of claim 18 further comprising:  
reading a CID associated with an address; and  
determining which delivery medium to use to send at least one of said second promotion, said third promotion, and said fourth promotion based at least in part upon said CID address.

20. (Previously presented) The method of claim 19, wherein said step of delivering said related promotion through said hard copy medium comprises delivering said related promotion to said customer via postal mail.

21. (Previously presented) The method of claim 1, further comprising a customer computer;  
and  
wherein all of said steps of delivering said initial promotion, determining said status of said initial promotion, selecting said related promotion, and delivering said related promotion

are performed through a single medium in a single transaction with said customer via said customer using said customer computer while said customer computer is logged on to a web site.

22. (Previously presented) The method of claim 21, wherein said single medium is a customer computer and said single transaction comprises an online shopping event.

23. (Previously presented) The method of claim 1, wherein said steps of delivering said initial promotion, determining said status of initial promotion, selecting said related promotion and delivering said related promotion are performed for at least two transactions with said customer, and wherein said delivering for said first transaction comprises delivering to a first address for said customer, and wherein delivery for said second transaction comprises delivering to a second address for said customer, said second address different from said first address.

24. (Previously presented) The method of claim 1, wherein said delivering said related promotion and said delivering said initial promotion to said customer are performed through the same delivery medium.

25. (Previously presented) The method of claim 23, wherein said at least two transactions with the customer are performed through at least two delivery mediums.

26. - 129. (cancelled)